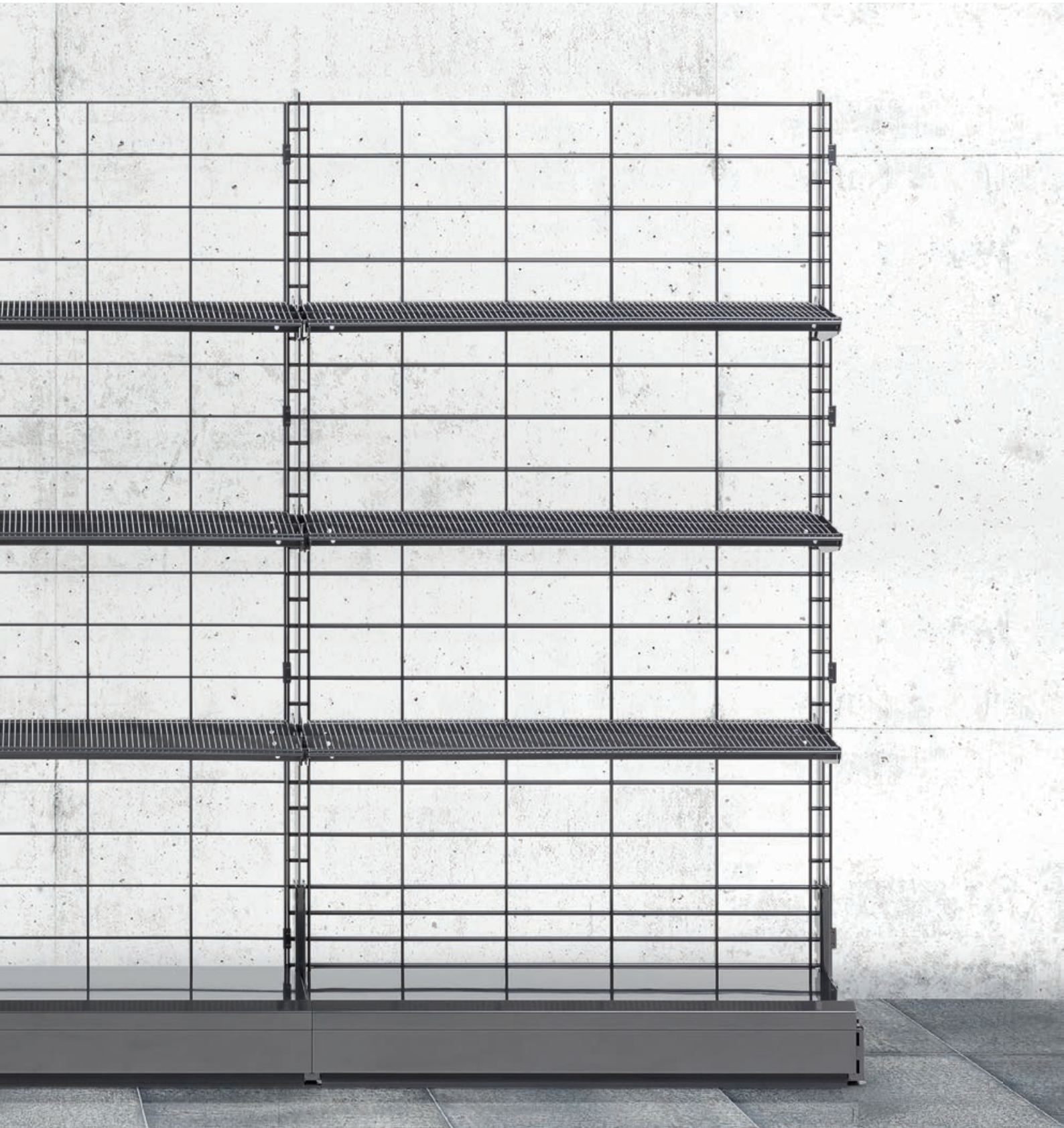


# pure tech<sup>®</sup>

---

Simply beautiful!





## pure tech® – beauty in invisibility!

### *Your products in the customer's line of sight*

■ **That is how to make an impact – and sales:** the pure tech's focus on aesthetic design enables you to put your products in the spotlight, wherever they are presented. The new and distinctive feature of this upright system is

its slenderness and near transparency, lending a slim elegant look to the unique wire shelf design. It naturally ensures plenty of space for products, high load capacity and high product density.





# pure tech® – simply beautiful!

## Less is more

■ In developing pure tech, we have focussed on the underlying concept of Bauhaus design that „form follows function“. Efficiency and functionality are the key considerations that characterise the aesthetics of this shelf system.

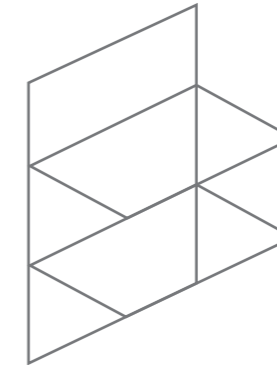
The elegant wire shelf takes a back seat in visual terms, placing the spotlight on what is important. pure tech is beautiful in its simplicity!



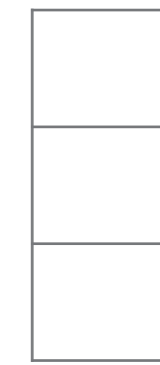
### ■ Neutral



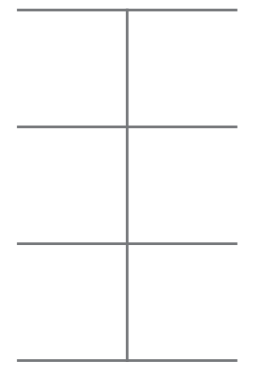
### ■ Timeless



### ■ Classic



### ■ Minimal



# PURETECH





## pure tech® – beautiful and functional

### *pure tech puts product presentation first*

■ **pure tech is the new shelf system** from Wanzl. With pure tech, products are the main focus, wherever they are presented. The innovative design concept has enabled us to develop a particularly elegant and minimal shelf system for the food retail industry. The timeless design of pure tech is classic in style, making it practical for long-term use in the marketplace.

pure tech also pays dividends when it comes to procurement: in terms of price, the robust shelf system is virtually comparable with sheet metal shelves, yet far exceeds them in terms of appearance and design. pure tech is therefore an interesting proposition for retailers seeking to set themselves apart from their competitors by trading up.

- *elegant*
- *striking*
- *economical*







## pure tech® wire shelves – your products in the spotlight

### For greater product density and more sales

■ Despite their excellent load capacity and stability, pure tech wire shelves are extremely elegant. Like the right frame for an oil painting, pure tech focuses the customers' gaze on the thing that is most important: your products.

pure tech puts your products in the spotlight: the wire shelves make gaps between the goods disappear from view. If an item is missing, the light and customers' attention automatically fall on the shelf below.

In contrast to conventional sheet metal shelves, pure tech wire shelves do not become scratched or dented over time. Years from now, your customers will still be looking at immaculate surfaces.

■ Gaps between the goods simply disappear – the high product density remains

■ If there are gaps between products, the light simply falls on the shelf below

■ Fewer scratches or dents – "like new" for longer







## pure tech® – ready to take the strain!

### A pure heavyweight in the marketplace

■ **pure tech is designed to take heavy loads.** The stable, yet elegant, wire system provides the perfect setting for an attractive product presentation that stands out from the crowd. The exceptional stability of pure tech shelves gives them supreme strength and makes light work of heavy loads – all with safety that is certified.

Naturally, the focus is always on the products and the eye-catching way they are sold. Do you want your customers to reach for your products? Then switch to pure tech; the wire shelf design with character and distinction.



**Large load capacity**

500 - 750 kg \*

\* Depends on shelf depth and mounting of fixtures



## Space efficiency<sup>2</sup> with pure tech<sup>®</sup>

### Central rear panel and reduced base depth for more sales space

■ It takes space to present products attractively. With pure tech, you can enjoy greater space efficiency than with other sales systems.

**This is how it works:** pure tech's centrally fitted rear panel and reduced base depth makes best use of your sales space in the marketplace.

For a sales area in excess of 900m<sup>2</sup>, the reduced base depth leaves room for an additional gondola. Where conventional shelf systems with front-mounted rear panels and greater base depth left space unused, pure tech creates space for more merchandise and your turnover!

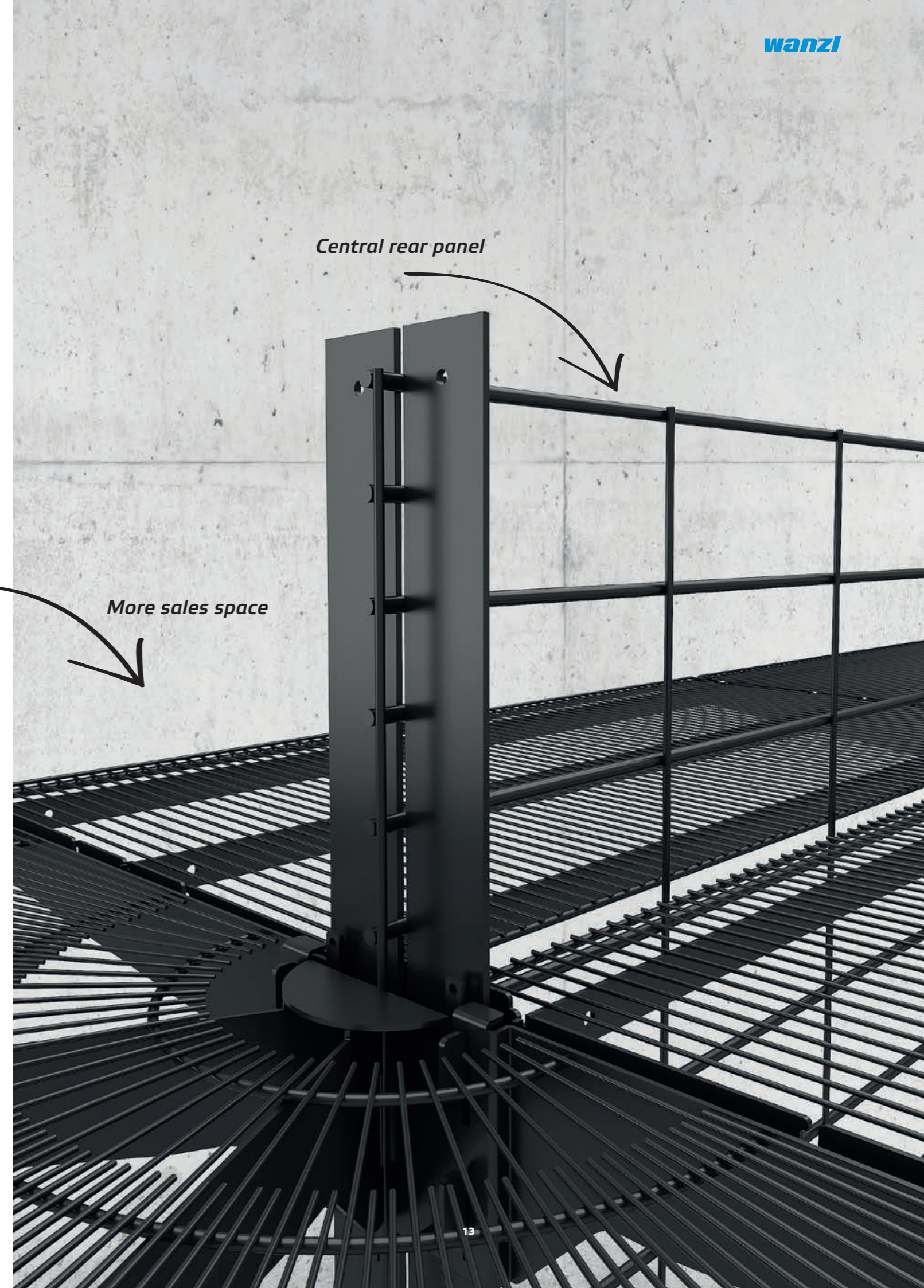
### More sales space with pure tech<sup>®</sup>

with a centrally mounted rear panel and reduced base depth.

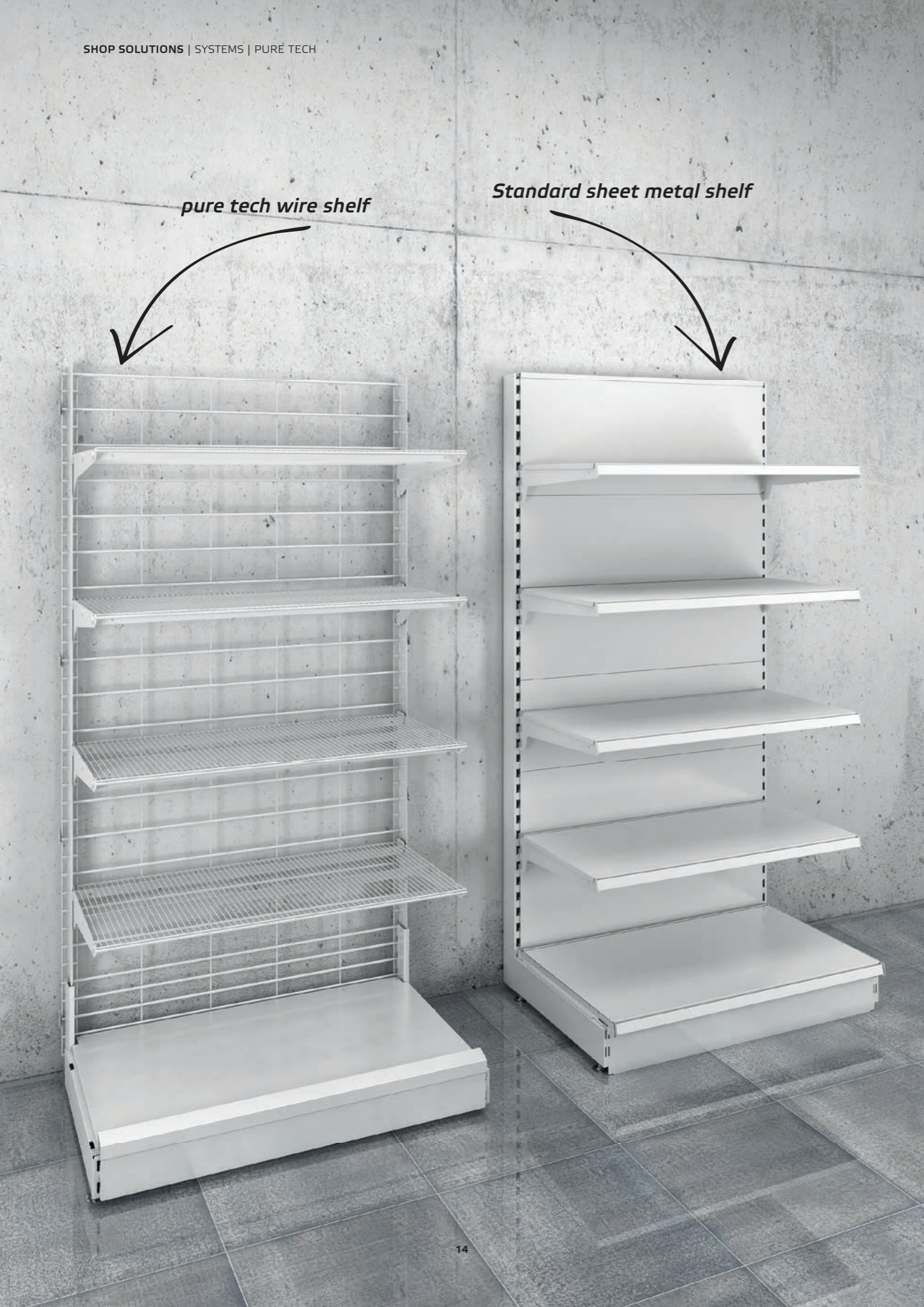


### Less sales space with a conventional shelf

with front-mounted rear panel.







pure tech wire shelf

Standard sheet metal shelf

## pure tech® – premium design at the best price

### A shelf system with added value

■ **pure tech, the new wire shelf design**, is always on top form. Price and performance stack up. Quick to assemble and dismantle, with no tools required. Virtually the same price as sheet metal shelves, yet far exceeding them in terms of appearance and design.

That is precisely what makes the difference in the marketplace: pure tech is stylish, creates ambience, facilitates orientation, builds product density and invites impulse buying. Your customers will reach for your products.

When it comes to making comparisons, pure tech wins every time:

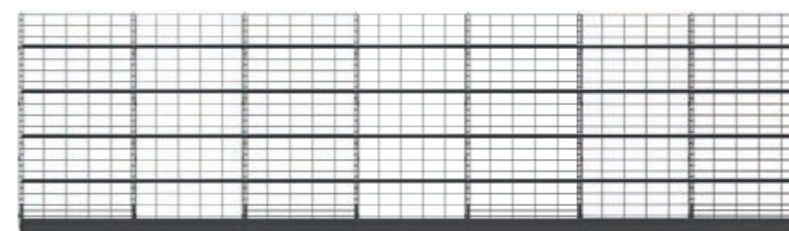
| Wire vs sheet metal:           | pure tech wire shelf | Standard sheet metal shelf |
|--------------------------------|----------------------|----------------------------|
| Appearance & design            | +++                  | 0                          |
| Transparency & product density | +++                  | -                          |
| Dirt & scratches               | ++                   | --                         |
| Space efficiency               | ++                   | -                          |
| Installation & assembly        | +++                  | + / -                      |
| Diversity & individuality      | +++                  | + / -                      |

### Greater benefit by way of greater investment

pure tech is particularly appealing for retailers wanting to set themselves apart from the competition, whilst keeping an eye on shopfitting expenditure. In commercial terms, the Wanzl quality of pure tech certainly pays dividends. Unlike sheet metal shelves, pure tech wire shelves contin-

ue to look as good as new, even after years of constant use. As a result, your shop floor maintains a top-quality appearance, enabling you to avoid the expense of maintaining or exchanging worn-out sheet metal shelves.

pure tech wire shelf:

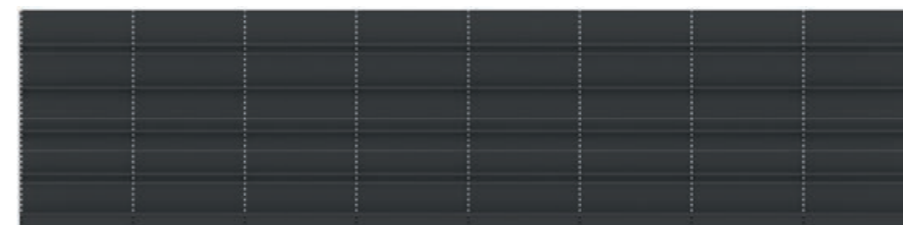


INVESTMENT

With many more benefits than one sheet metal axis:

- > Appearance & design
- > Transparency & product density
- > Dirt & scratches
- > Space efficiency
- > Installation & assembly
- > Diversity & individuality

Standard sheet metal shelf:





## A strong system!

### *For safe presentation*

■ **pure tech is a real quick-change artist:** the full range offers countless system modules such as wall racks, gondolas, gondola heads, and shelves and rear panels with adjustable fittings. This diversity makes pure tech the ideal partner for any sales space.

As its sister system, wire tech shelves and panels are compatible with pure tech.





## Store design with a feel-good atmosphere

### *Always in focus: the product*

■ **pure tech has a real talent for sales:** the wire system always ensures the products are the star of the show. The slender uprights and elegant, highly stable shelves fade right into the background, placing the spotlight on your products. When it comes to presentation, it pays dividends for you.





## For spaces with character

### *Making your products visible*

■ **Perfect transparency** is a characteristic of pure tech. The innovative wire system, with its elegant upright and virtually floating wire shelves, creates an airy lightness. This benefits your products, placing them at centre stage for maximum attention.

Another advantage of the elegant wire shelves is their easy maintenance: scratches and dirt don't stand a chance. Compared with sheet metal systems, wire is clearly an advantage both visually and when it comes to maintenance in the long term.





## pure tech® – a complete family of shelves

### Designed as a system

■ **Flexible and adaptable, with the capacity for new combinations** time and time again: most of the system family comprising pure tech, wire tech and wire tech 100 can be used together in any combination, providing unlimited opportunities for innovative product presentation.

### Wall unit

with wire shelves

Includes assembly, dismantling and expansion. The individual systems, and the dynamic way in which they can be combined, are ideally suited to existing retail spaces and make skilful use of any space. Can you imagine a more attractive presentation for your products?

### Gondola with head unit

with wire shelves

### Gondola with square end element

with wire shelves

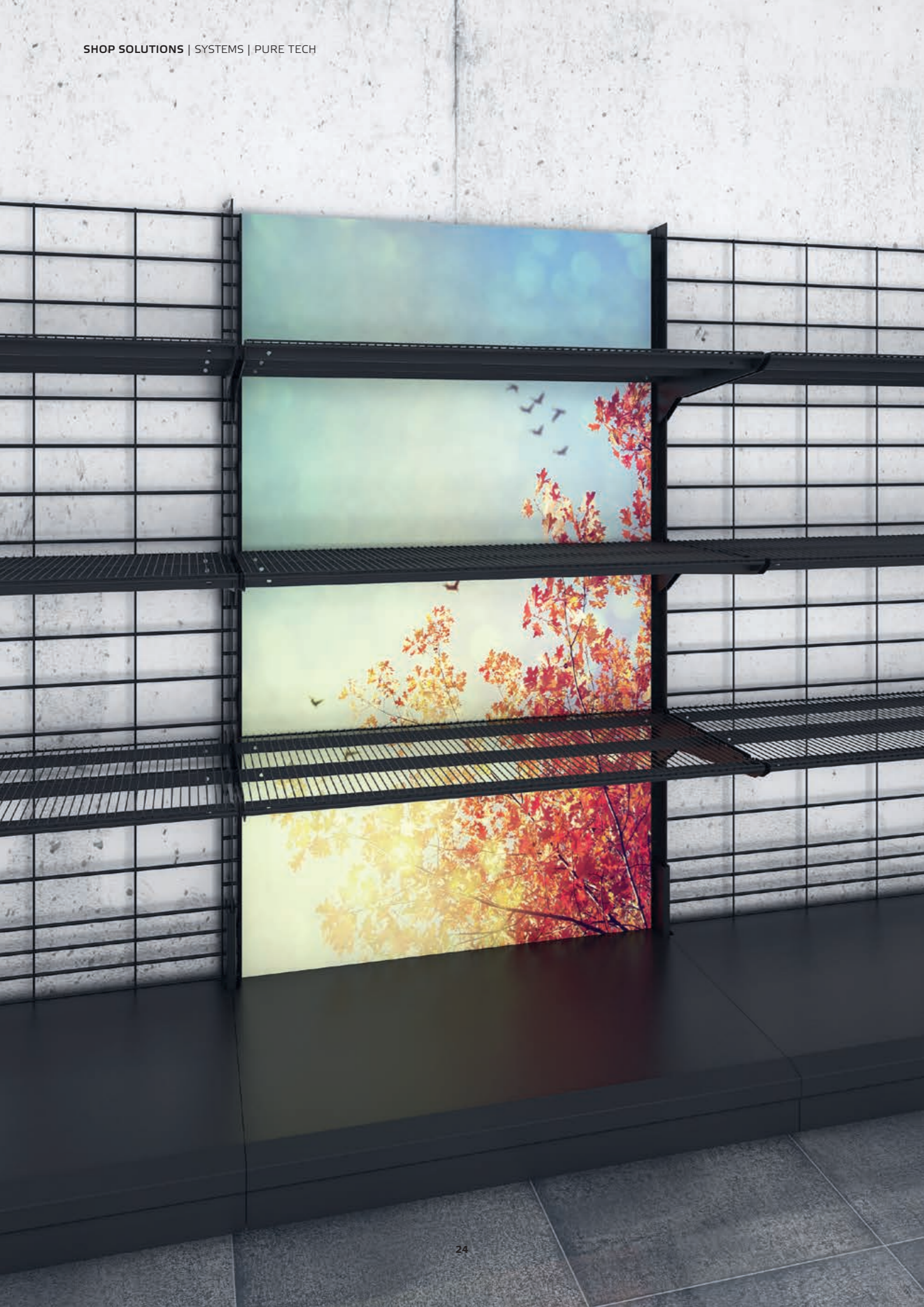
### Gondola with 180° end element

with wire shelves

### Gondola with square end element

with wire shelves and wooden frame





## Exclusively designed diversity

### High-quality materials that impress

■ **Fancy something new?** pure tech proves itself time and time again with diversity in presentation and its playful use of colour, style and design. Wire, wood, glass and sheet metal form the perfect combination of materials. Rear panels that are flexible to adapt and can be deployed retrospectively create exciting experience concepts in product groups and become a key component in shop design.

**Click and light:** with the Wanzl LED lighting system, you can create ambience and a shopping experience that appeals to the senses. Outstanding illumination and unrivalled ergonomics bring further advantages for you: retrofitting is effortless and connecting electronic and digital multimedia components is simplicity itself.

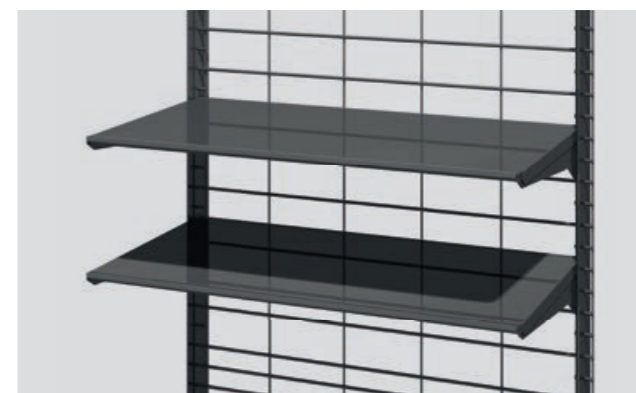
The choice is yours! Naturally, the range also includes customised solutions at reasonable prices. We look forward to hearing your requirements.



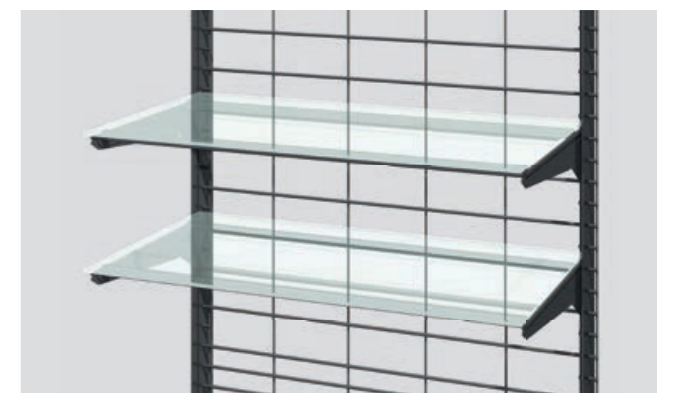
Wire shelves



Wooden shelves



Sheet metal shelves



Glass shelves



# pure tech® makes planning fun

## Systematic revenue growth

■ **pure tech** offers a high degree of system diversity. In one complete modular system design, you will discover countless forms of presentation to suit your individual needs. Perfectly tailored to your merchandise and your application. This page provides just a brief overview of the typical construction modules.

The full range offers a multitude of presentation options, surfaces, colours and finishes. So why not let us devise a concept for you?



## Selected fixtures

### Axis dimensions



625 axis



1000 axis



1250 axis



1333 axis

### Gondola end elements



180° end element



Straight end element



Head unit end element

### Rear panels



Lattice



Wood

### Shelves



Wire shelf



Glass shelf

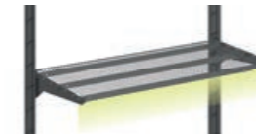


Wooden shelf



Sheet metal shelf

### Light



LED lighting



LED shelf

### Crash bar circular



180° end element

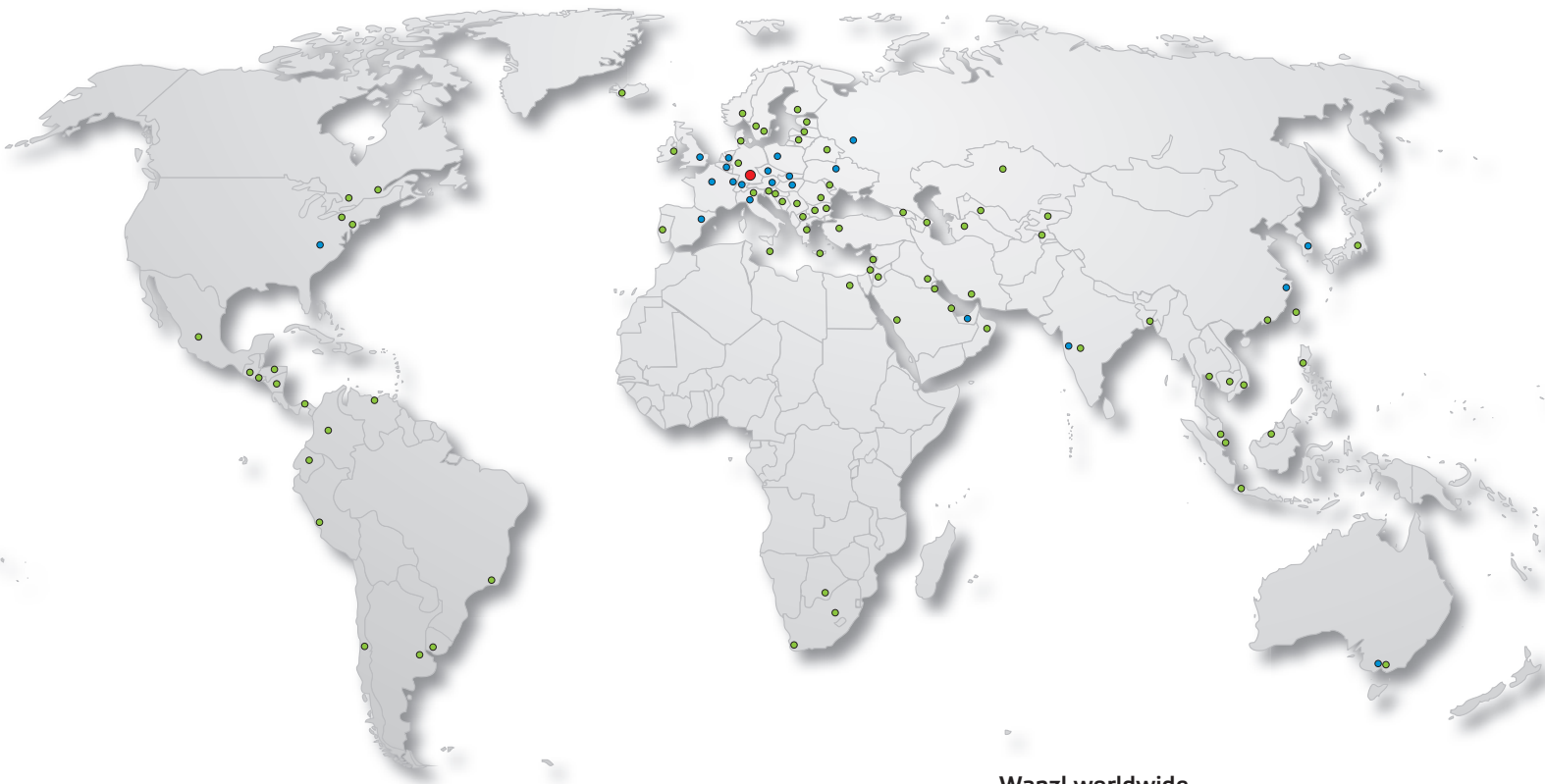


Straight end element



625-1333 axis





## Wanzl worldwide

- Head office
- Subsidiaries
- Partners



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